

established game program over a telecommunication network, said method comprising the steps of:

generating said key code to include a plurality of descriptive elements, said key code being selected randomly among a predetermined number of different key codes;

transmitting said key code in succession to said TV screens within a plurality of selected time slots within selected time units during at least one TV program and a TV commercial spot; and

selecting said viewers for connection to said game program as a function of a predetermined number of viewers who by using the key code manage to establish said contact.

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16. (New) The method of Claim 15, wherein said selection of said key code incorporates the use of an automatically operating selection device.

17. (New) The method of Claim 15, wherein said selection of said time slots incorporates the use of an automatically operating selection device.

18. (New) The method of Claim 15, wherein at least one of said duration and position of said time slot within said time unit is selected at random.

19. (New) The method of Claim 15, wherein at least one of said duration of said descriptive elements of said key code on said TV screen and said position of said descriptive element within said time slot is selected at random.

20. (New) The method of Claims 18, wherein said random selection is made by an automatically operating device.

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21. (New) The method of Claims 19, wherein said random selection is made by an automatically operating device.

22. (New) The method of Claim 15, wherein said viewer connection is made via one or more selected from the group consisting of a telephone network and a computer network.

23. (New) The method of Claim 15, wherein said descriptive elements each comprises one or more selected from the group consisting of symbols, numbers, and letters.

24. (New) A system for announcing a key code to TV viewers via the screen of their TV set for use in establishing contact between selected viewers and an

established game program over a telecommunication network, said method comprising the steps of:

a key code generator for generating said key code to include a plurality of descriptive elements, said key code being selected randomly among a predetermined number of different key codes;

a key code transmitter for transmitting said key code in succession to said TV screens within a plurality of selected time slots within selected time units during at least one TV program and TV commercial spot; and

a line connector for connection of viewers to said game program who are selected as a function of a predetermined number of viewers who by using the key code manage to establish said contact.

25. (New) The system of Claim 24, wherein said selection of said key code is accomplished automatically.

26. (New) The system of Claim 24, wherein said selection of said time slots is accomplished automatically.

27. (New) The system of Claim 24, wherein at least one of said duration and position of said time slot within said time unit is selected at random.

28. (New) The system of Claim 24, wherein at least one of said duration of said descriptive elements of said key code on said TV screen and said position of said descriptive element within said time slot is selected at random.

29. (New) The system of Claim 27, wherein said random selection is made automatically.

30. (New) The system of Claim 28, wherein said random selection is made automatically.

31. (New) The system of Claim 24, wherein said viewer connection is made via one or more selected from the group consisting of a telephone network and a computer network.

32. (New) The system of Claim 24, wherein said descriptive elements each comprises one or more selected from the group consisting of symbols, numbers, and letters.

Remarks

Claims 1-14 stand rejected under 35 USC § 112, second paragraph, and under 35 USC § 102(b) as being anticipated by Llenas. Original Claims 1-14 have been